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CAPITAL REGION USA

International Cooperative Opportunities

PAY TO PLAY 2009



www.capitalregionusa.org

CAPITAL REGION USA

About the Capital Region USA

The Capital Region USA, Inc. (CRUSA) is a tourism coalition comprised of, and funded primarily by, the Virginia Tourism Corporation, Destination DC and the Maryland Office of Tourism Development. CRUSA strives to increase visitation and economic impact to the region from selected international markets by implementing innovative marketing programs and public/private sector partnerships.

Key Indicators for 2007:

Overseas Arrivals to CRUSA	1,457,000 (+7%)
Market Share	6.1% [-3%]
Length of Stay	8 nights (unchanged)
Spending	\$1.05 billion (+15%)
Spending per stay	\$722 (+7%)
Washington, DC as a port of entry	391,933 arrivals (+14%)

Source: U.S. Dept. of Commerce, Office of Travel & Tourism Industries



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BRAZIL

VISIT USA WORKSHOPS

Description: Join CRUSA at the Visit USA Seminars and Workshops in Sao Paulo and Rio de Janeiro, Brazil. These events bring together the top travel trade and media representatives in the two main areas of the country. In 2008, more than 950 buyers and media were present and 45 companies exhibited.

Benefits:

- Seminars and workshops are professionally organized by the Visit USA Association in Brazil, who carefully screen buyers
- Participate in sales calls with CRUSA & United Airlines
- Complete sales lead report will be shared with each partner

Audience: Tour operators, travel agents & media

Date: April 2009

Deadline: March 1, 2009

Cost: \$2,000 + travel expenses

Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org

GERMANY

CONSUMER PROMOTIONS WITH TOUR OPERATORS (open to DMOS only)

Description: CRUSA will create cooperative consumer marketing campaigns with four tour operators in Germany that already offer CRUSA products. Campaigns can include print, online, travel agent outreach/training and public relations tactics. Buy-in opportunities exist for featured DMOs to join these campaigns to promote individual destinations and products under the CRUSA umbrella.

Benefits:

- Promote your destination to consumers via our tour operator partners
- Drive room night bookings to your destination

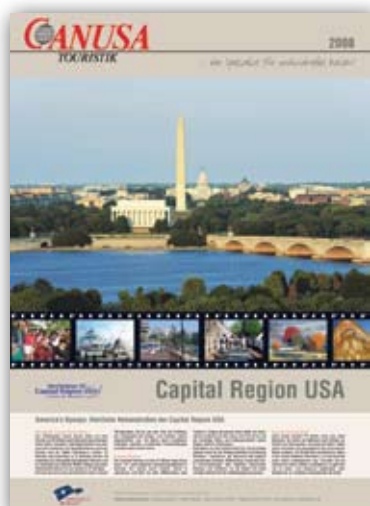
Audience: Consumers

Dates: Campaigns will begin in Winter/Spring 2009

Deadline: Ongoing – sign up on the registration form to receive more information as opportunities become available

Cost: \$1,500 - \$3,000 per DMO per campaign

Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org



IRELAND

HOLIDAY WORLD CONSUMER TRAVEL SHOW, DUBLIN

Description: CRUSA will exhibit at this consumer travel show in Dublin which attracted more than 55,200 visitors and travel trade from the greater Dublin region in 2008. The market is now very accessible, with nonstop airline service from Dublin to Washington Dulles on Aer Lingus four times per week.

Benefits:

- Sell your destination/product from the CRUSA booth to consumers interested in traveling to the USA
- Lisa Chamberlain, CRUSA's sales representative, will set up 1 day of sales calls pre or post show
- Can't travel to Ireland? Have your brochures distributed from the CRUSA booth for just \$250.

Audience: Consumers

Dates: January 23-25, 2009

Deadline: December 12, 2008

Cost: Option #1: \$1,000 + travel expenses (includes sales calls; limit: 2 partners)
Option #2: \$250 for brochure distribution only (limit: 3 partners; brochures must be shipped to CRUSA UK mail house facility by December 19)

Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org

MEXICO

EXPO VACACIONES TRADE SHOW, MEXICO CITY

Description: Mexico's most important travel trade event for promoting Visit USA travel; organized by the Visit USA Committee in Mexico. The two-day event will be combined with sales calls organized by Adriana Cañizares from CRUSA's Mexico City representation office.

Benefits:

- Sales calls in Mexico City with CRUSA sales representative
- Participation in the CRUSA booth at Expo Vacaciones Trade Show (200+ travel agents)
- 1 on 1 appointments with Mexican tour wholesalers
- Inclusion of your materials in press kits for See America Media Day
- Complete sales lead report will be shared with each partner

Audience: Tour Operators, Travel Agents & Media

Dates: March 2-4, 2009

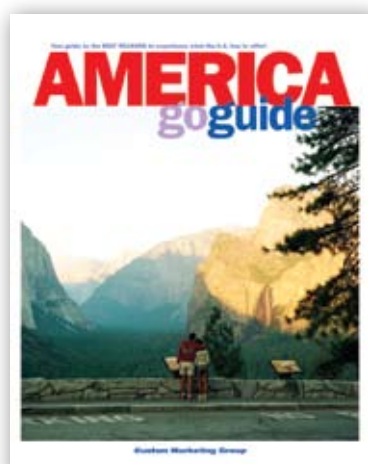
Deadline: January 5, 2009

Cost: \$2,000 + travel expenses

Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org



AMERICA GO GUIDE



Description: Four-color USA lifestyle supplement published by Custom Marketing Group to appear in April 2009 in *The Sunday Times*, *The Daily Telegraph* and *Essentially America* magazine with a total circulation of 1.15 million consumers and a readership of 2.74 million. It will also appear in the April edition of the Association of British Travel Agents magazine targeting 16,000 travel agents in the UK. CRUSA will purchase a full page ad to be formatted as advertorial and invites up to six partners to join.

Benefits: Each partner receives:

- 40 words of editorial, a photo and website address
- Reader response leads (print & online)
- Email newsletter to 10,000 UK consumers featuring CRUSA and its partners
- Online sweepstakes promotion sponsored by a leading tour operator featuring links for all CRUSA partners
- Campaign email newsletters to opt-in consumer database featuring links for all CRUSA partners

Audience: Consumers and travel agents
Dates: April, 2009
Deadline: January 16, 2009
Cost: \$5,000 net per partner (6 partners maximum) you will be invoiced by Custom Marketing Group
Contact: Matt Gaffney, Capital Region USA
 tel 302-226-0422
 mgaffney@capitalregionusa.org

CONSUMER PROMOTIONS WITH TOUR OPERATORS (open to DMOS only)

Description: CRUSA will create cooperative consumer marketing campaigns with five tour operators in the United Kingdom that already offer CRUSA products. Campaigns can include print, online, travel agent outreach/training and public relations tactics. Buy-in opportunities exist for featured DMOs to join these campaigns to promote individual destinations and products under the CRUSA umbrella.

Benefits:

- Promote your destination to consumers via our tour operator partners
- Drive room night bookings to your destination

Audience: Consumers
Dates: Campaigns will begin in Winter/Spring 2009
Deadlines: Ongoing – sign up on the registration form to receive more information as opportunities become available
Cost: \$1,500 - \$3,000 per DMO per campaign
Contact: Matt Gaffney, Capital Region USA
 tel 302-226-0422
 mgaffney@capitalregionusa.org



ELECTRONIC NEWSLETTERS

Description: CRUSA will create and distribute two branded e-newsletters in the UK during January and June 2009 to a database of 56,000 opt-in consumers, in association with Phoenix International Publishing. Partners supply 40 words of copy, a photo and a web link.

Benefits:

- Cost effective way to reach consumers interested in traveling to the USA with your message in a CRUSA branded environment
- Partners will receive open rates for each newsletter (provided by Phoenix International Publishing)

Audience: Consumers

Deadline: January 2009 newsletter – December 1, 2008
June 2009 newsletter – May 1, 2009

Cost: \$500.00 net per newsletter (limited to 8 partners per newsletter) you will be invoiced by Phoenix International Publishing

Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org



ONLINE CAMPAIGN – “MY CAPITAL GARDENS USA”

Description: CRUSA will launch a gardens themed micro site in January 2009 as the core element of its UK communications campaign.

It will promote:

- 50+ parks and gardens
- Related Events
- Wineries & Farmers Markets
- *Garden Getaways* from DMO partners
- Sweepstakes promotion with a UK operator

Affinity partners will help extend the reach of the campaign.

Benefits: Garden Getaways DMO partners

- Suggested itinerary & partner links
- Destination photos
- Brochure download opportunity
- Contact information & web link
- Product opportunity with tour operator partner
- Campaign metrics
- Opportunity to be mentioned in PR activities to promote the micro site

Audience: Consumers & Media

Date: January - April 2009

Deadline: December 1, 2008

Cost: \$750 per DMO

Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org



THE HOLIDAY & TRAVEL SHOW, MANCHESTER

Description: The Holiday & Travel Show in Manchester has been in operation for the past 17 years and is the largest and most established consumer event of its kind in the UK, attracting 70,000 visitors in 2008.

Benefits:

- Sell your destination/product from the CRUSA booth to consumers interested in traveling to the USA
- Lisa Chamberlain, CRUSA's sales representative, will set up 1 day of sales calls pre or post show
- Can't travel to England? Have your brochures distributed from the CRUSA booth for just \$250.

Audience: Consumers

Dates: January 16-18, 2009

Deadline: December 12, 2008

Cost: Option #1: \$1,000 + travel expenses (includes sales calls; limit: 2 partners)
Option #2: \$250 for brochure distribution only (limit: 3 partners; brochures must be shipped to CRUSA UK mail house facility by December 19)

Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org

DESTINATIONS: THE HOLIDAY & TRAVEL SHOW, LONDON

Description: The London Destinations show is the largest consumer travel show in the London/Southeast region. In 2008 it attracted 38,000 customers looking to plan and book their holiday, 89% of whom were in the upscale ABC1 demographic. These customers took an estimated 3-7 holidays or short breaks during the last year.

Benefits:

- Sell your destination/product from the CRUSA booth to consumers interested in traveling to the USA
- Lisa Chamberlain, CRUSA's sales representative, will set up 1 day of sales calls pre or post show
- Can't travel to England? Have your brochures distributed from the CRUSA booth for just \$250.

Audience: Consumers

Dates: February 5-8, 2009

Deadline: December 12, 2008

Cost: Option #1: \$1,000 + travel expenses (includes sales calls; limit: 2 partners)
Option #2: \$250 for brochure distribution only (limit: 3 partners; brochures must be shipped to CRUSA UK mail house facility by December 19)

Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org



DESTINATIONS: THE HOLIDAY & TRAVEL SHOW, BIRMINGHAM

Description: The Birmingham Destinations show attracted more than 13,000 consumers from the Birmingham East & West Midlands region, making it the largest show in this part of the UK. Nearly 90% of these visitors were in the upscale ABC1 demographic and took an estimated 3-7 holidays or short breaks during the last year.

Benefits:

- Sell your destination/product from the CRUSA booth to consumers interested in traveling to the USA
- Lisa Chamberlain, CRUSA's sales representative, will set up 1 day of sales calls pre or post show
- Can't travel to England? Have your brochures distributed from the CRUSA booth for just \$250.

Audience: Consumers

Dates: February 27 – March 1, 2009

Deadline: December 12, 2008

Cost: Option #1: \$1,000 + travel expenses (includes sales calls; limit: 2 partners)
Option #2: \$250 for brochure distribution only (limit: 3 partners; brochures must be shipped to CRUSA UK mail house facility by December 19)

Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org

TRAVEL AGENT ONLINE TRAINING OPPORTUNITY (open to DMOs only)

Description: Travel Uni, founded by BMI Publications (publishers of *Selling Long Haul* magazine), is the UK's leading online training program providing an easily accessible, comprehensive and interactive opportunity for travel agents to learn about 25+ destinations worldwide 24/7 and to become a recognized destination specialist. Capital Region USA's site on the Travel Uni platform includes 90+ pages of content to enhance travel agents' knowledge on how to sell the destination. 300 agents have registered, making it one of the most visited USA destination sites. Our goal for 2009 is 500 registered agents.

To see the current site visit:

<http://capitalregiontraining.co.uk;/index>

and enter:

Username: Travel_Agent

Password: training

Interested DMO partners are invited to join CRUSA to expand their destination coverage on the site.

Benefits:

- Suggest edits/updates to existing copy about your destination
- Add up to 250 words (2 pages) of new copy in any existing category(ies)
- Provide up to 4 new images
- Add up to 6 web links for partners in your area
- Add up to 6 logos for partners in your area
- Add 1 destination video (must be in .avi, .mpg or .mov format or additional charges will apply)
- Receive coverage in 1 monthly Travel Uni e-newsletter to 20,000 travel agents + 1 issue of *Selling Long Haul* magazine (circ: 16,000 travel agents)
- Provide 25 prize giveaways to be used as incentives to increase agent registration

Audience: Travel Agents

Dates: Ongoing

Cost: \$1,500 (open to DMOs only)

Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org



RECEPTIVE OPERATORS SALES MISSION – NEW YORK CITY

Description: This mission will include three days of sales calls on major receptive tour operators in New York City who handle the land arrangements (hotel, sightseeing, ground transportation, etc) for inbound travelers from Europe, Asia and Latin America. These receptives are in daily contact with the top tour operators in CRUSA's primary overseas markets.

Benefits:

- Convenient and cost-effective way to reach the international market
- Pre-scheduled appointments with receptive tour operators
- One-on-one networking opportunities at evening reception
- Inclusion of your brochure and/or promotional item in gift bags
- Negotiated hotel room rates for all participants
- Sales lead report following the mission

Audience: Receptive tour operators
Dates: June, 2009
Deadline: March 1, 2009
Cost: \$1500 + travel expenses
Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org



LA CUMBRE TRADE SHOW, PUERTO RICO

Description: Join in the CRUSA sales booth at La Cumbre, the premier marketplace for travel professionals from Central and South America, featuring more than 600 travel buyers. Nearly 30 countries are represented, with the largest buyer delegations traditionally from Argentina, Brazil, Colombia and Mexico. For details visit www.lacumbre.com.

Benefits:

- Up to 30 prescheduled, 15 minute appointments with targeted buyers in the CRUSA sales booth
- Complete sales lead report will be shared with each partner

Audience: Wholesalers, tour operators, travel agents, receptive tour operators & media
Dates: September 9-11, 2009
Deadline: July 15, 2009
Cost: \$2,000 + travel expenses
Contact: Matt Gaffney, Capital Region USA
tel 302-226-0422
mgaffney@capitalregionusa.org



TIA INTERNATIONAL POW WOW SHOW, MIAMI BEACH

Description: TIA's International Pow Wow is the travel industry's premier international marketplace and the largest generator of Visit USA travel. Pow Wow annually hosts more than 1,500 international and US buyers from more than 70 countries for prescheduled appointments with US suppliers, generating \$3 billion in future Visit USA travel. At Pow Wow, the Washington, DC, Virginia & Maryland booths are located together to create a branded "Capital Region USA" aisle.

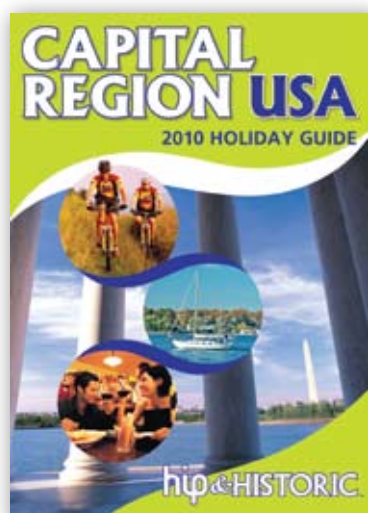
For details visit:

<http://www.tia.org/powwow/index.html>

Audience: Tour operators, receptive operators & media

Dates: May 16-20, 2009

Contact: Your state/city tourism office for availability and pricing



2010 CAPITAL REGION USA HOLIDAY GUIDES

Description: The CRUSA Holiday Guide is the primary response piece distributed to consumers and the travel trade in our target markets of the U.K., Ireland, Germany, France, the Benelux and Latin America. 175,000 copies will be distributed in 2010 in English and German languages with an anticipated readership of more than 418,000. A smaller print run of 10,000 copies will be produced in Portuguese. All guides are also available on the CRUSA website.

Benefits:

- The official publication promoting Washington, DC, Virginia & Maryland to consumers in key markets
- CRUSA's primary consumer & trade response piece in all markets
- Professionally translated by CRUSA's in-market representatives

Audience: Consumers & the travel trade

Dates: Ad closing date: July 2009

Publish date: November 2009

Cost: Rates begin at approx \$2450

Contact: Larry Cohen, Northeast Media Group; tel. 203-255-8800
toprep@aol.com.



CRUSA Overseas 2007 Report
Created as Subpart of the Capital Region 100, Ser. (CRUSA) by 101

2007 Overseas Arrivals to Washington, DC, Virginia, & Maryland

	2006		2007		
	Market Share	Arrivals in (000s)	Market Share	Arrivals in (000s)	Percent Change
Total Overseas	6.3	1,365	6.1	1,457	7%

CRUSA Primary Market Insights

- In 2007, 92,000 more overseas visitors explored CRUSA, compared to 2006.
- Overseas arrivals to CRUSA registered strong gains, however, the growth was slightly slower than the U.S. overall.
- Market share contracted slightly, down only 2 percentage points.
- 759,000 overseas travelers visited CRUSA for leisure in 2007, up from only 392,000 in 2006.

CRUSA Secondary Market Insights

- The U.S. registered a strong increase in overseas arrivals.
- Growth to the region was garnered from a mix of both top visitor markets and emerging markets.
- In contrast, half of the region's top 12 visitor markets registered a contraction.
- The region attracted more first time and family travelers in 2007.
- Overseas visitors traveled to 3 states on average.

2007 INTERNATIONAL RESEARCH

Description: 2007 International research reports are now available that measure visitor arrivals, spending and visitor characteristics for overseas travelers to Washington, DC, Virginia & Maryland. The regional reports are prepared for CRUSA by Travel Market Insights based on the US Dept. of Commerce, Office of Travel & Tourism Industries (OTTI) In-Flight Survey.

Benefits: The reports provide details on the following topics for the CRUSA region:

- Overseas Arrivals to CRUSA
- Arrivals to CRUSA from key markets
- Length of Stay
- Spending (broken down by Washington, DC, Virginia & Maryland)
- Most Popular Leisure Activities
- Travel Party Size
- Trip Purpose
- Port of Entry
- Transportation within CRUSA
- Advance Trip Decision Time
- Primary Information Sources
- How CRUSA performed relative to the USA

Cost: \$500 for Overseas, the UK & German reports + Spending report (4 reports total). At no extra charge you will also receive reports for the following secondary markets: France, Benelux, Scandinavia, Latin America & China. Note: Arrival information in the secondary market reports is based on survey sample sizes below 250 respondents and should be used for comparison purposes only.

Contact: Matt Gaffney, Capital Region USA
 tel 302-226-0422
 mgaffney@capitalregionusa.org

FAMILIARIZATION TOURS

CRUSA has set goals to host 25 group and individual media tours and 14 group trade tours for tour operators and travel agents during 2008-09. All clients will be pre-qualified by CRUSA's PR and sales representatives overseas. All co-hosts will receive results of a post-fam online survey with client feedback. If you would like to showcase your destination or product to these buyers by providing complimentary or discounted accommodations, meals, attraction admissions, sightseeing or transportation, please contact the appropriate CRUSA partner:

For Washington, DC:
 Letizia Sirtori, Destination DC
 tel 202-789-7008
 Letizia.sirtori@destinationdc.com

For Virginia:
 Kimberly Petersen, Virginia Tourism Corp.
 tel. 804-545-5540
 kpetersen@virginia.org

For Maryland:
 Pete Chambliss, Maryland Office of Tourism
 tel. 410-767-6294
 pchambliss@choosemaryland.org



SHARE YOUR STORY IDEAS WITH OUR PR REPRESENTATIVES:

CRUSA's public relations firms in the UK & Germany are constantly in contact with media to place story ideas, organize media visits, and create a positive buzz for Washington, DC & the Capital Region. They are always on the lookout for what's new in the region, BUT PLEASE send them only information that is of interest to the international market.

United Kingdom

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64665 Alsbach
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Tel 06257 68781
Fax 06257 68382
Email: crusa@claasen.de

CRUSA'S SALES REPRESENTATIVES

are in constant contact with tour operators and travel agents in their markets to expand packaged product to the Capital Region and to create cooperative promotions. Be sure to keep them up-to-date on your products and services.

United Kingdom

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